

ABSTRACT

This research was conducted at PT. Citra Van Titipan or better known as TIKI, was established with a notary deed of Soetrono Prawiroatmodjo no. 63, on 1 September 1970 in Jakarta, regarding the effect of pricing on TIKI's shipping same day service for purchasing decisions in Bandung. Data processing techniques were carried out using simple linear regression analysis with SPSS 23.0 program. The sample examined was 96 respondents who were consumers of PT. Citra Van Titipan or TIKI in Bandung City.

The results of data processing using SPSS 23.0 regarding respondents' responses to Pricing are in good category with a percentage of 77.8%. Of the six statement statements studied, respondents considered that the second statement obtained the highest percentage in the Pricing of 82.5%. This indicates that the best in pricing by PT. Citra Van Titipan or TIKI in Bandung City is a match between the price of TIKI's Sameday Service Delivery Service and the quality provided. Statement indicator with the smallest percentage is the sixth statement that is equal to 72.5%. This indicates that PT. Citra Van Titipan or TIKI in the city of Bandung needs an increase in providing discounts in accordance with the offer to consumers. Statistical calculations using the help of SPSS 23.0 software states that Price Determination has a significant effect on the positive direction of the Purchase Decision at PT. Citra Van Titipan or TIKI in Bandung City.

Keywords: Pricing, Purchase Decision, TIKI